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<b>(21) International Application Number:</b> PCT/US98/01515 <b>(22) International Filing Date:</b> 28 January 1998 (28.01.98)  <b>(30) Priority Data:</b> 08/794,387                      6 February 1997 (06.02.97)                      US  <b>(71) Applicant:</b> PERSONALOGIC, INC. [US/US]; 7535 Metropolitan Drive, San Diego, CA 92108 (US).  <b>(72) Inventors:</b> SAMMON, Thomas, M., Jr.; 4838 Sussex Drive, San Diego, CA 92116 (US). SCURLOCK, Bradley, W.; 3979 Caminito Divila, San Diego, CA 92122 (US).  <b>(74) Agent:</b> HAYNES, Mark, A.; Wilson Sonsini Goodrich & Rosati, 650 Page Mill Road, Palo Alto, CA 94304-1050 (US).		<b>(81) Designated States:</b> CA, GB, JP, NO, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).  <b>Published</b> <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i>

**(54) Title:** CONSUMER PROFILING SYSTEM WITH ANALYTIC DECISION PROCESSOR**(57) Abstract**

A system which processes information to identify product choices within a product domain for a user, presents structured data concerning attributes of products in the product domain to the user in a readily understandable and efficient manner, allowing the user to make the best choice according to his or her own personal profile. A user interface (20, 21 and 22) presents a sequence of input prompts to the user to gather preference and requirement data for a plurality of attributes of products in the product domain. A decision engine (10) is coupled to the user interface (20, 21 and 22) and filters the product domain to present a set of products according to the gathered preference and requirement data as product choices to the user.

